



WPTV

ORDER

Print Date 08/20/12

Page 1 of 2

Flight Dates **08/22/12-09/03/12**

Contract / Revision **308147 /**
Original Date / Revision
 08/16/12 08/17/12
Advertiser **Nelson / Democrat / Senate**

Agency **Abar Hutton Media**
Buying Contact

**6190 Grovedale Court - Suite 200
 Alexandria, VA 22310**

Product
Bill Nelson for Senate

Agency Com 15%
Billing Contact

**6190 Grovedale Court - Suite 200
 Alexandria, VA 22310**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **550**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WFGC	%
WFLX	%
WPBF	%
WPEC	%
WPPB	%
WPXP	%
WTCE	%
WTCN	%
WTVX	%
WXEL	%

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	6	\$3,230.00	\$3,800.00	0.00
September 2012	17	\$9,477.50	\$11,150.00	0.00
Totals	23	\$12,707.50	\$14,950.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	6	\$3,230.00	\$3,800.00
08/27/12	09/03/12	17	\$9,477.50	\$11,150.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	08/22/12	09/03/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	11111--	:30	5	\$500.00	P-2	0.00 NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/12	08/28/12	- 11----			2		\$500.00		0.00			
		Week: 08/29/12	09/04/12	1---1--			2		\$500.00		0.00			
N 2	WPTV	08/22/12	09/03/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,000.00	P-2	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/12	08/28/12	- 1-----			1		\$1,000.00		0.00			



WPTV

Print Date: 08/20/12

Page 2 of 2

Contract / Revision **308147** Flight Dates **08/22/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/16/12/ 08/17/12

Order Sep 00:20:00

Advertiser **Nelson / Democrat / Senate** Product **Bill Nelson for Senate**

Estimate # **550**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WPTV	08/22/12	09/03/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/29/12	09/04/12	1---1--	2		\$1,000.00		0.00						
N 3	WPTV	08/22/12	09/03/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/22/12	08/28/12	-----S-	1		\$600.00		0.00						
Week:		08/29/12	09/04/12	-----S-	1		\$600.00		0.00						
N 4	WPTV	08/22/12	09/03/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/22/12	08/28/12	-----S	1		\$600.00		0.00						
Week:		08/29/12	09/04/12	-----S	1		\$600.00		0.00						
N 5	WPTV	08/22/12	09/03/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	11111--	:30	5	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/22/12	08/28/12	11-----	2		\$500.00		0.00						
Week:		08/29/12	09/04/12	---11--	2		\$500.00		0.00						
N 6	WPTV	08/22/12	09/03/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/22/12	08/28/12	-----S	1		\$500.00		0.00						
Week:		08/29/12	09/04/12	-----S	1		\$500.00		0.00						
N 7	WPTV	08/22/12	09/03/12	M-F 9-10a M-F 9-10a	CM	9-10a	11111--	:30	5	\$650.00	P-2	0.00	NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/22/12	08/28/12	1-----	1		\$650.00		0.00						
Week:		08/29/12	09/04/12	--1-1--	2		\$650.00		0.00						
N 8	WPTV	08/29/12	09/03/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/29/12	09/04/12	-----S-	1		\$1,000.00		0.00						
N 9	WPTV	08/22/12	08/28/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/22/12	08/28/12	-----S-	1		\$600.00		0.00						
N 10	WPTV	08/22/12	08/28/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/22/12	08/28/12	-----S	1		\$1,000.00		0.00						
													Totals	23	\$14,950.00